



Department of Sport and Recreation and Lotterywest co-badge user guide



Department of
Sport and Recreation



Issue 5 – September 2014

The aim of this user guide

The Department of Sport and Recreation and Lotterywest provide significant funding for sport in Western Australia through the Sports Lottery Account.

We have developed this guide to help our grant recipients to acknowledge the source of their funding.

We are proud of our logos and naturally want to make sure whenever they're used, they're used properly.

To help you we have provided our joint logos positioned together. The logos should be used on letterhead, displays, signage and in other appropriate places. This will allow the wider community to appreciate the source of your funding and will reduce the risk of our logos being reproduced inconsistently.

If you have any questions about this guide, please contact our Communications team – we will be very happy to help.

You can reach us by email at communications@dsr.wa.gov.au or by telephone 9497 9700.

The logo combinations

We've tried to make the selection of the appropriate logo as easy as possible by making the combination of logos available in two electronic formats and eight design variations to suit a wide variety of contexts.



Department of
Sport and Recreation



Colour positive, horizontal



Department of
Sport and Recreation



Colour negative, horizontal



Department of
Sport and Recreation



Mono positive, horizontal



Department of
Sport and Recreation



Mono negative, horizontal

Which format

The two electronic formats available are EPS or JPEG.

- EPS is the format for print reproduction. Use this option for press, general advertising, brochures, leaflets, signage and any other professional printing or high quality reproduction.

The EPS format is not generally compatible with use on PC's but is a standard format for the printing industry.

- The second format is JPEG a low resolution format suitable for computer screen use, internally printed newsletters (eg using Microsoft Word or Powerpoint). It is also suitable for use on Internet web pages.

To download the version you require simply click on the relevant button.

Which design

The combination has been designed for use in many different situations and both horizontal and vertical versions are available in the following:

- Colour
- Colour reverse
- Mono positive
- Mono reverse



Colour positive, vertical



Colour negative, vertical



Mono positive, vertical



Mono negative, vertical

Colours

You should always use the correct colours when producing a colour version of the logos. The recommended Department of Sport and Recreation colours is black, although a full colour or theme colour may be used.

Minimum size and exclusion zones

When using the combined logos, never reproduce them at a size less than 38mm wide as shown right.

Never 'crowd' the identity with other logos, pictures or symbols. Please adhere to the exclusion zone guidelines shown right.

Placement

The combined logos should be placed correctly in horizontal or vertical formats as shown. You will need to determine which is the most appropriate format for the space you have available.

Note: Always take note of the minimum size and exclusion zones when sizing and positioning logos in relation to your own and other logos.

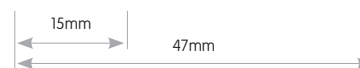
Other supporters

If the Department of Sport and Recreation and Lotterywest are among other organisations supporting your organisation consider ranking the sponsors according to the level of their funding.

If you need help

We are always happy to help ensure that our logos are used properly.

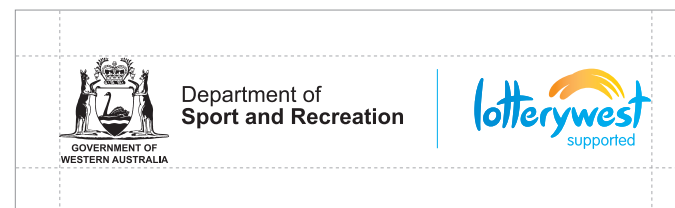
If you have any questions about how to use the logo please contact our Communications teams on 9492 9700 (Department of Sport and Recreation) or 9340 5283 (Lotterywest).



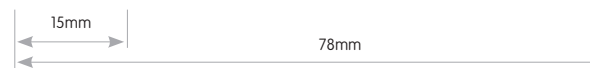
Minimum size, vertical



Exclusion zone, vertical



Exclusion zone, horizontal



Minimum size, horizontal